

Image & File Type Cheat Sheet

Vector



Raster



WHAT'S THE DIFFERENCE?

VECTOR Files

hard-edged graphics that use shapes and colours and can be resized without any loss of quality.

RASTER Files

graphics created using pixels of colour combined to form images. Enlarging of images will result in a loss of quality.

PRINT USES

SOURCE files

any universal vector format is accepted

HI-RES files

300dpi is a must, please ensure that images are to size

FILE TYPES

.ai .eps .pdf

.jpg .png .tif

WEB



72 dpi

Images intended for the web only need to have a resolution of 72 dpi (dots per inch), which is the maximum resolutions of monitors

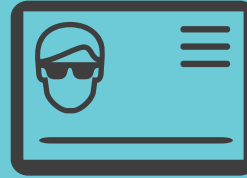
PRINT



300 dpi

Images intended for print need to have a resolution of 300 dpi (dots per inch), as the printing process allows for much greater detail

BUSINESS CARDS



Business cards are a great tool for reference to both layout and desired style (branding). Keep in mind that the artwork used to generate a business card will be too small of resolution to be used on any type of larger format sign.

MORE ABOUT FILE TYPES

.ai Adobe Illustrator

Default file type of Illustrator, a popular vector-based program

.eps Encapsulated PostScript

Vector file which can be opened outside of Illustrator

.pdf Portable Document Format

Self-contained document which preserves vector images as well as fonts or graphics needed to display correctly

.jpg Joint Photographic Experts Group

Sometimes displayed as .jpeg—this raster image format is best for displaying photographic images on web browsers

.png Portable Network Graphics

Raster image format best for displaying simple images, supports transparency

.tif Tagged Image File Format

Raster image format best for high-resolution photos

WHEN SENDING IMAGES TO A DESIGNER...

Don't put images in a Word doc

It is difficult to extract them and results in lower quality.

Always send a larger image than needed

Raster images can be sized down without a loss in quality, but when an image is stretched to larger than its original size, a significant loss in quality occurs.

Send logos as vector files

Logos usually need to be separated from the background, resized, or otherwise manipulated. Vector images offer the most versatility for these purposes.

Remember...

Although image editing programs can do wonders, it is always best to start off with the highest quality image possible. You will save time and end up with the most desirable result.



Real Estate Sign Design

CUSTOM BRANDING AND PRINT SERVICES